

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



January  
15<sup>TH</sup>

WILMA  
BRUCE





































# and now — The Most Beautiful CHEVROLET in Chevrolet History



As a climax to the most outstanding automotive success in recent years, Chevrolet today announces the greatest triumph of its history—

—a complete line of cars, mechanically finer, entirely new in line, contour and color, and offering all means of style, distinction and elegance hitherto undreamed of in the low-priced field!

Only the tremendous growth of Chevrolet popularity — only the economies of the tremendous volume production make it possible to make so fine a car to sell at Chevrolet prices.

Chevrolet presents the Most

Beautiful Chevrolet in Chevrolet History.

So decisively does The Most Beautiful Chevrolet differ in appearance even from its immensely popular predecessors, that its arrival on the market cannot help but change all existing ideas as to what the buyer of a low-priced car has the right to expect for his money.

Here are new bodies of beautiful lines brilliant in their modish new Duco colors—irresistible in their distinguished smartness—and outstanding in their individuality and perfection of silhouette regularly associated with the

costliest of custom-built creations.

Here are score after score of advancements in design—a new and massive radiator shell—new crown fenders—bullet-type head-lamps and oval lamps—new and heavier running boards—new five carrier assembly—new gasoline pump—new and luxurious upholstery—new instrument panel complete even to co-incident ignition and steering lock, new textile leather-covered sun visor—new large 17-inch steering wheel, and many others attesting the numerous to mention.

Here is definite assurance of longer life, better operation and greater economy—for all models are equipped with a new oil filter and an improved air cleaner.

Look for these quality features on other cars and you will be surprised to find many of them only on cars costing thousands of dollars more. They are the marks of distinction of the world's finest automobiles.

To further broaden the appeal of the Chevrolet line these have been added an entirely new model—a stylish, rakish, colorful Sport Cabriolet, finished in royal oak green Duco with tan top, upholstered in genuine tan grain leather, with a spacious rumble seat in the car.

However complete, however enthusiastic, no mere description of The Most Beautiful Chevrolet in Chevrolet History can adequately portray the new measure

of individuality and style it introduces into the field of low-priced automobiles. This can only be gained by inspection of the cars themselves.

So we urge you to visit the nearest Chevrolet dealer. There you will discover that the Most Beautiful Chevrolet in Chevrolet History is sold at the lowest price for which Chevrolet has ever been sold in Canada.

—and a host of improvements including:

New AC Oil Filter	New AC Air Cleaner	New Tire Carrier	New Bodies by Fibber	New large 17-inch Steering Wheel
New Colacentral Lock	New Radiator	New Dual Colors	New Running Boards	New Heavy Full-cover Fenders
New Remote Control Door Handles	New Bullet-Type Head-Lamps	New Wheelhold on Open Models		

Dealer Delivery 1957. *Trucking or Dealer Sell, Cough 1956, Cash 1956, Sales 1957, London 1958.*  
*Most low priced and highest new standard equipment on all open models.* Government 1950-1956

CHEVROLET MOTOR COMPANY OF CANADA LIMITED

Scholarship of General Motors of Canada, Limited  
 Windsor      Oshawa      Toronto

QUALITY AT LOW COST



# Can a Canadian Spend Two Dollars Better?

FOR Canada to be a real nation it must, first, be neighborly. Which means that the inhabitant of say Culloden, Nova Scotia, shall try to understand the problems of the dwellers in Scroggie Creek, Yukon Territory. Which is a matter not easily accomplished.

MacLean's Magazine is designed to be an ambassador to and interpreter of each section of Canada

## Every Article a Canadian Education

No other publication can approach MacLean's as a medium of education in current Canadian affairs. As a National Magazine, the backbone of MacLean's is made up of its articles, every one of which deals with matters specifically Canadian. From Atlantic seaboard to Pacific Coast, MacLean's regular contributors will be found in every section of the country. Among the scores of writers who will contribute our fact articles during 1927 will be John Nelson, Norman Reilly Maine, Arthur Hunt Chase, Lakin Johnston, Charles L. Stone, Frank Ayrault, James A. Cowan, Douglas McKay, J. B. McGee, B. A. McKelvie, Gordon O'Leary, Grant Davies, Charles Bishop, J. A. Sweeney, C. W. Peterson, Nellie McClung, Judge Emily Murphy, etc.

## SERIALS

It is particularly fitting for Canada's National Magazine that every serial booked for publication during 1927 is from the pen of a Canadian author. And this statement is made with rest, for a more varied or more suggestive series of novels has not been presented in any publication. Note them:—

"THE SPLENDID SILENCE"—By *Alan Sullivan*  
Pond, bridge, romance—all are found in this swiftly moving tale of two continents illustrated by *St. Francis Doyle*.

"THE SABBATICAL YEAR"—By *R. E. Fisherton*  
An absorbing story of a search for gold in Northern Ontario.

"FAR COLD"—By *Arthur Hunt Chase*  
A smoldering, red-blooded yarn of a desperate race for hidden treasure. It will stamp Chase as the Canadian Stirling.

"HEDGE HAZARD"—By *Robert Watson*  
A dramatic epic of the Canadian Arctic, jammed with action.

"THE TREMENDOUS ADVENTURE"—By *Francis Doherty*  
A powerful yarn set amid extraordinary surroundings on our Pacific Coast.  
*These are the Novels the Book Stores Will be Selling Now. Find Read Them First in MacLean's.*

to the other. Its mission is, through fact, article and fiction, to present to its Canadian subscribers a complete picture of the country they live in. To promote national Canadianism. To make Canadians NEIGHBORS.

You will have done your part when you have paid two dollars for twenty-four issues of MacLean's Magazine. MacLean's offer this programme for 1927 as their contribution to Canadianism.

## Short Fiction

Already I said for 1927 one short story in by the following well established and judiciously popular Canadian authors:

W. A. Fraser  
Arthur Manning  
Robert Allen  
Leslie Fenton Bennett  
Miss Innes  
Helen Brown  
G. E. Brough  
Lawrence Hughes  
Vance Kesteven

Robert W. Service  
Frank McKelvie  
Paul Kennedy  
David Roberts  
Charles J. Lyons Shaw  
A. E. Hamilton  
Sandra Stewart  
R. Northrup  
Jesse Green

And many new native authors.

## Kipling and Others

While MacLean's is being more and more recognized as the cradle of a definite Canadian literature, it will present to you the best work of the authors of other nations. Headed by the great figure of RUDYARD KIPLING the list of MacLean's foreign authors will be: George Hamilton, Sir Philip Kipling, Roland Partridge, Sapper, H. de Vere Stacpoole, H. Motherless Butler and an imposing phalanx of others, including such well known writers from the United States as Margaret Cullin Beazley, A. M. Crosby, and Royal Brown.

## Illustrations by—

Douglas Glynn Bennett  
Arthur William Brown  
G. E. Brough  
Edna Fenton  
J. J. McCarthy  
Henry Davis  
Howard E. Hamilton

R. W. Roderick  
Charles L. Stone  
W. T. Davidson  
Edward Hooper  
Arthur Macpherson  
A. Wayne Clark  
R. J. Patterson

A. C. Kesteven  
Charles Leitchman  
G. E. Brough  
Fergus Kyle  
Ben. Fisher  
A. A. C. Foster  
and others.

## Covers

MacLean's covers during 1927 will be the best yet, whenever, as they will, the best work of the most famous artists of two continents, including:  
John Blythe  
Roderick Ross  
M. E. Macpherson  
W. F. Davidson  
G. E. Brough  
S. E. Hooper  
Margaret Macpherson



John Blythe  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Arthur Manning  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Leslie Fenton Bennett  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Douglas Glynn Bennett  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



John Nelson  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Norman Reilly Maine  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Arthur Hunt Chase  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Charles L. Stone  
Editor, MacLean's  
Magazine, 1927  
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George Hamilton  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Sir Philip Kipling  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



Roland Partridge  
Editor, MacLean's  
Magazine, 1927  
Born in 1881



H. de Vere Stacpoole  
Editor, MacLean's  
Magazine, 1927  
Born in 1881































## INSURE YOUR HAPPINESS

That priceless possession—an easy mind—is the immediate reward of insuring the happiness of your dependents against the day when you can no longer help them with your living presence.



**Great-West Life**

34

## Strengthen Your Holdings of Mining Stocks!

The Financial Post Survey of Mines recently off the press, will help you decide what to buy and what to sell

This book (3 x 11 inches) in color gives the facts about every mining stock—its history, its production, its outlook, its price, its value, its position, its future. It is an essential reference for every investor in mining stocks. It is a book that will help you decide what to buy and what to sell. It is a book that will help you decide what to buy and what to sell. It is a book that will help you decide what to buy and what to sell.

Order: will save \$100.00 every year. Many more have been saved. For this book, it is a book that will help you decide what to buy and what to sell. It is a book that will help you decide what to buy and what to sell. It is a book that will help you decide what to buy and what to sell.

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quickly—  
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not even in that there is sufficient to be gained in better means, rather to be gained in the same. It would be a good idea to get a good idea of the value of the property in the same way. It would be a good idea to get a good idea of the value of the property in the same way. It would be a good idea to get a good idea of the value of the property in the same way.

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## BRIDGE by RADIO

Your opportunity to play with *Bridge*, *Whist* and *other sports of Canada* and the U.S. every week.

There is a good idea of the value of the property in the same way. It would be a good idea to get a good idea of the value of the property in the same way. It would be a good idea to get a good idea of the value of the property in the same way. It would be a good idea to get a good idea of the value of the property in the same way.

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## Maybe Adam Laughed at These

Your opportunity to play with *Bridge*, *Whist* and *other sports of Canada* and the U.S. every week.

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# One Hundred Things to Do at Venice

**Number 12**

**GOLF.** Two lovely courses, bathed in Florida's perpetual sun, invite the golfer to his favorite sport under conditions almost ideal. Built and cared for by the well-known Carl H. Anderson, the Venice course offers sporty difficulties but no tragedies to the average golfer. Across the picturesque Tamiami Trail from the first tee are the beach and the Model City; beyond them the sparkling waters of the Gulf and the shining sands of Venice's Mainland Beach. Inland from the tee are the fertile farms of America's most interesting agricultural development, and the tropical beauty of the Myakka River, teeming with fish and game. Good roads, hunting, sailing, game fishing, tennis, speed boating, horseback riding, home-grown fruits, vegetables and milk. Hotel rates from \$5 to \$15, with 66% of rooms \$5. Apartment house space available. Write for booklet.

# VENICE Florida,

THE ONLY WEST COAST CITY ON A MAINLAND BEACH



*The Most Appetizing Friend that Food Ever Had!*

**Every Drop  
Improves these  
dishes**

*Adds a soft spiciness  
and awakens new  
appetite.*



*Improves cold meats.*



*Picks up the flavour of omelets.*



*Makes the chops more enjoy-  
able.*



*Reveals new tastiness in fish.*



*Just what the croquettes  
require.*



## *Seasoning means Everything to so many foods*

Food that you enjoy is more easily digested and most nourishing.

Clark's Tomato Ketchup by its spicy tomato tastiness, adds just the needed enjoyment. It lifts a steak or omelet, a made-over meat-dish or stew, out of the chew chew chew class, and lo and behold these ordinary dishes are enjoyed to the limit.

Moreover Clark's Tomato Ketchup, which owes its superior to-mato flavour to the "Northern" Tomatoes grown especially for it from the now celebrated "Northern" tomato seeds and plants produced in the firm's own nurseries at Harrow, Ont., and St. Remi, Quebec,—offers further food inducements.

It has been proven that these special "Clark Northern Tomatoes" carry a wonderful wealth of the precious vitamins which doctors assert are so useful to the system.

"The most appetizing Friend that a food ever had," is the comment of a grateful consumer.

Don't worry even if the children cover the stew with Clark's Tomato Ketchup. Their food benefits them more when they like it better.

### *"Let the Clark Kitchens Help You"*

In the Clark Kitchens the most skilful of cooks with every modern mechanical improvement to help them—are producing many excellent Prepared Foods including Clark's 13 Soups, Clark's Pork and Beans, etc., etc., which dealers everywhere sell and which are a great help to the busy housewife.

The Clark name, plus the legend "Canada Approved," which is on the labels of all their meat products, is a guarantee of quality which consumers should look for.

**W. CLARK LIMITED, Montreal, Establishments at Montreal, P. Q., St. Remi, P. Q. and Harrow, Ont.**